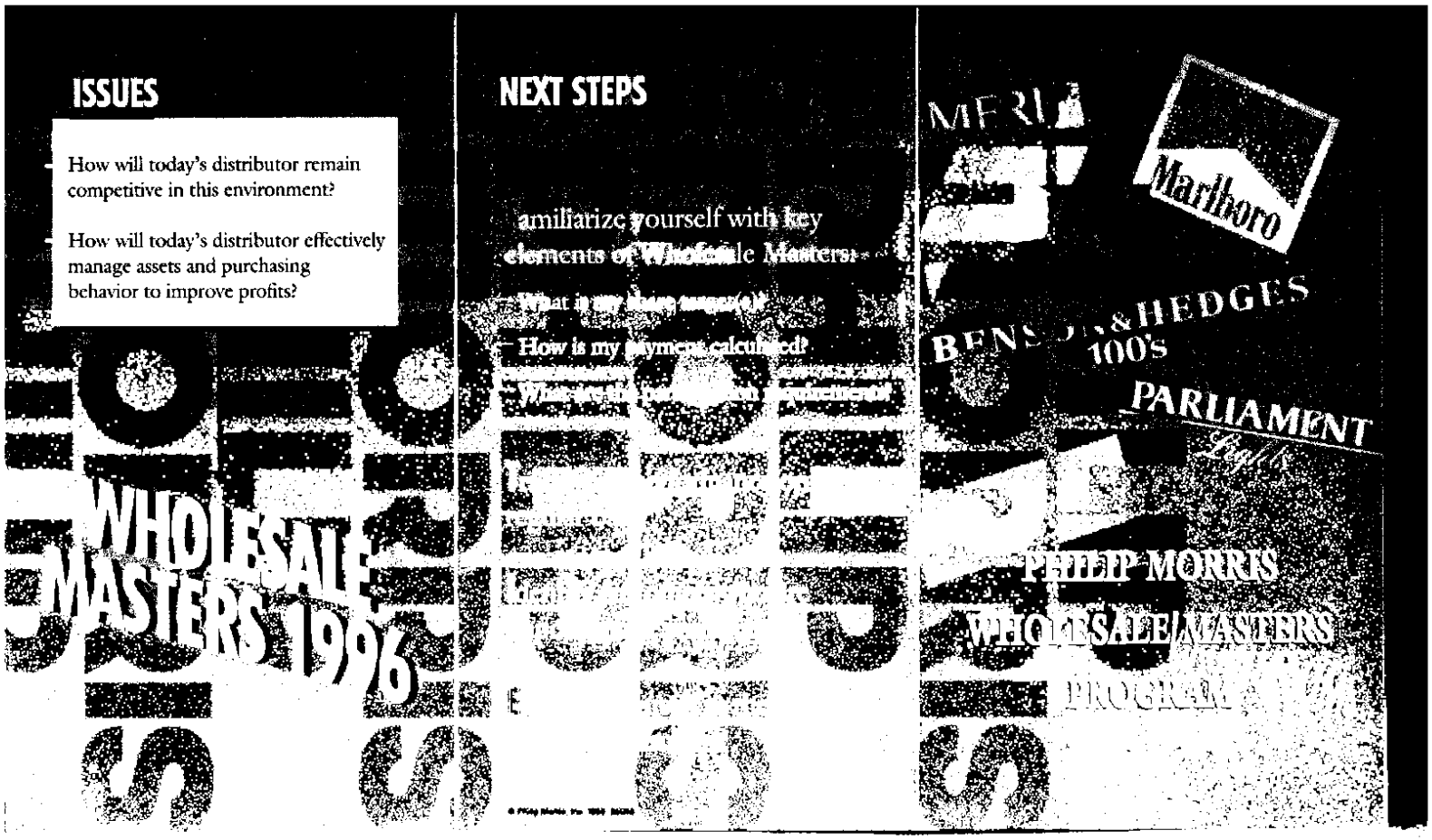

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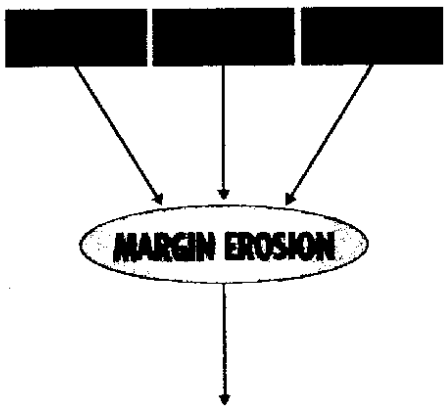
Source: https://www.industrydocuments.ucsf.edu/docs/jfwy0003



EFFECTIVE ASSET MANAGEMENT AND IMPROVED ORDER MANAGEMENT ARE ESSENTIAL

FEATURES

- Consumer-driven, geographically-based share targets
- Pays-for-Performance
  - Rewards PM volume and share
  - Rewards PM share of Discount Category
  - Measures PM Premium/Discount mix
- Designed to complement Philip Morris Retail Masters Principles
  - Space-to-share
    Best Brands, Best Position
  - Reduce Clutter

BENEFITS

- Fair and Equitable
- Lucrative discounts on the industry's biggest selling brands
- Data provides opportunity to establish category consultant relationship
  - Category Reviews
  - Sales Forecasting
  - Inventory Analysis
- Establishes link with retailers and consumers via merchandising and promotional activities for your top selling brands

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Source: https://www.industrydocuments.ucsf.edu/docs/jfwy0003